
*A little type
A little ink
Has often caused
A man to think
And put hard times
Upon the blink*

The lesson concealed in this bit of dog-
geral is this:

Newspaper advertising not only makes
people think—but it makes them think of
your product, your store, your service.

It makes your name or trade mark come
to mind when there is a want to be supplied.

Newspaper advertising is a mighty
weapon against dull times.

The Ford Garage

Highest Grade Gasoline, Hard Oil and Automobile Oil, Goodyear Tires and Auto Accessories.

We agree to pay, as the buyer's share, from \$40 to \$60 per cent (on or about August 1, 1915) to every retail buyer in the Dominion of Canada, who purchases a new Ford car between August 1, 1914, and August 1, 1915, provided that we sell 20,000 cars between the above dates; which output will enable us to obtain the maximum efficiency in our factory production and the minimum cost in our purchasing and sales departments.

ROY SMITH

Buy an Irrigated Farm from The Canadian Pacific Railway.

BECAUSE: Irrigation spaces the farmer independent of rainfall, and insure good crops, not occasionally, but EVERY YEAR.

Irrigation makes possible the successful culture of alfalfa, the king of fodders, which insures best returns in dairying and mixed farming. Irrigation means intensive farming and close settlement, with all the advantages of a densely populated agricultural community.

Irrigation in the Canadian Pacific Railway Irrigation Block is no longer an experiment, the year 1914 having eloquently demonstrated its success wherever intelligently applied.

You can buy irrigated land from the Canadian Pacific Railway at prices ranging from \$60 to \$75 per acre, with twenty years to pay, and the privilege of a loan of \$2500 for improvements (5% interest); no principal payment at the end of first or second years and no water rental for first year. Assistance is also given in supplying stock in approved instances. This is the most liberal offer of irrigated farm on record. Get full particulars from

A. J. CAMERON, Gen. Supt. of Lands Department of Natural Resources, C.P.R. CALGARY, ALBERTA.

The highest class Photography

At Lowest Prices

R. A. BIRD

Bassano - - - - - Alta.

FAT'S QUICK LUNCH

TURKEY AT ALL HOURS

Fruits, Candy, Ice Cream, Etc. Greens in Season. MEALS 25c. up

WON GEE, - - - - - Manager

Phone 13
BASSANO, ALBERTA

The Bassano Cartage Co.

Drying, Transferring and General Teaming of all kinds done right.

Complete Equipment for Excavating.

Special Attention Given to Sand and Gravel Hauling

W. J. YEO, Manager
Phones - Office 40, House 114

Mail Want Ads pay. Try one!

Notice of Estray Animals

On the premises of Pittsburg - Alberta Ranches Co. (36-19-16 West of the 4th Meridian) red steer, white belly, star on forehead, 7 or 8 months old, no brand.

One red steer with some white on belly, white spot on legs, white on tip of tail, no brand. One bay horse colt, white hind feet, white strip in face, 6 or 7 months old, no brand.

LUMBER: Mills in British Columbia

Factory at Calgary. The Best Lumber at Lowest Prices.

Riverside Lumber Company Ltd.
JOHN GOLDEN, Manager

ADVERTISE IN THE MAIL.

Crown Lumber Co., Ltd.

IF in need of anything in the building line you will find the VERY BEST of Everything in BUILDING MATERIALS. Where? To be sure at the

Crown Lumber Co., Ltd.

JOS. WRIGHT, Manager
P. O. Box 70 Phone 31

LOCAL AND SPECIAL

Suits pressed only, 75c.—Torgan. Visit Pierre Bros. store where you will find unusual bargain prices in hardware.

Choice Dairy Butter, 50c. per lb. at Bassano Trading Co.

A There is a rumor that another butcher shop will be opened in town, next to the Bassano Pharmacy.

Skaters are taking advantage of the past cool weather and are making a grand finish to this season's winter sport.

Suits cleaned and pressed, \$1.50, at Torgan's.

Government seed grain is being distributed from Bassano to-day.

Every \$1.00 cash purchase entitles you to a draw on Pierre Bros. \$75.00 Kootenay Range being given away during the big sale.

Mrs. J. Wright left on Monday on a holiday trip to Winnipeg and to her former home at Grand Forks, North Dakota.

Rev. J. A. Claxton and Robt. Skerrett will attend a presbytery meeting in Medicine Hat to-morrow going down on this afternoon's train.

M. Mecklenberg, Freight Specialist of 29 years experience, will be at the Hunter Hotel, Bassano, on Tuesday, March 2nd. See him. At Jenner on Wednesday, the 3rd.

There will be a dance in Robinson's Hall to-morrow (Friday) night. Tickets for gentlemen will be 75c.

A number of the ambitiously young gentlemen of the town are placing by a reserve muscle supply by practicing gymnastic stunts on apparatus installed in the space next to the Alberta Electric office.

J. Grier is about to move to the premises fitted up this week next to McKee's. New windows, shelving and a coat of paint gives the place quite a business-like appearance.

New Spring Suits, \$18.—Torgan.

The Board of Trade regular meeting will be held next Wednesday night and it is urgent that the attendance be as large as possible. A number of important business issues will be up for consideration.

Choice Dairy Butter, 50c. per lb. at Bassano Trading Co.

Mr. and Mrs. Waldmann wish to extend their thanks to the friends for the kindness and sympathy during their recent bereavement, and particularly to the school children for the beautiful floral tribute.

Mrs. G. B. R. Bond is seriously ill, and on Saturday was taken to Calgary for surgical treatment, but no such day was taken and she was brought back home on Wednesday in a critical condition.

New Spring Suits, \$18.—Torgan.

The Mail begs to draw attention to an error in addition made in the publication of the receipts of the Alberta Electric Co. The total should have read \$8458.32 instead of \$7492.00. Though apparently so, the error was not one of addition, but a mechanical "flip" that children were unfortunately overlooked until after the paper was printed.

The lecture offered by the Department of Extension of the University of Alberta will be given in the Bassano Presbyterian Church on the evening of Friday, March 8th, by W. M. Edwards, M.Sc., on the subject "Submarine and Aircraft in Warfare."

Gleichen Call.—Bert Ketchum spent Sunday in Gleichen. He has tired of the newspaper game and has turned back the *Calculated News* to its former owner, W. McKay. He says the Farmers Union at the Edmonton convention turned the Farmers Tribune proposition down cold, but he made some money out of it while it lasted. It is a peculiar fact that very few young fellows who undertake to learn the art of printing, finish it before they decide to return to school. Bert is leaving for his home in the east for this purpose and we wish him all things good.

Choice Dairy Butter, 50c. per lb. at Bassano Trading Co.

E. F. Purcell, the pioneer merchant of Bassano, is moving into the spacious building recently vacated by E. R. Muir, and expects to open up by March 1st. Carpenters are now busy arranging the new shelving and when the stock is moved in, it will make a very spacious and attractive place of business.

A. E. Stevens, Gen. Supt. Calgary, W. A. Mather, Supt. Medicine Hat, J. Halstead, Dis. Freight Agent, Calgary, and W. Alexander, also of the C.P.R. Calgary office, came down on No. 4 Monday afternoon on the private car "Lillooet", spending a day in general inspection of the company's interests in Bassano.

If you have twenty-five cents and would like to provide a bit of cheer to some soldier at the front, place your name on the list at the local Union Bank office. The amount will be forwarded to the London (Eng.) Times and fifty cents worth of tobacco and a box of matches will be sent to some Tommy at the front, along with the name of the contributor. The list has been very well patronized in Bassano.

There was an interesting debate in the senior room of the Bassano school last Friday afternoon, when the participants brought much credit to themselves. The debate, "Resolved: That there is more pleasure in summer than in winter," was won by Elaine McCorquindale and Harry Bennett, upholding the negative side. John Claxton and Ethel Talboting were the affirmative speakers, while Viola Mills, Eddie Maurer and John Roberts acted as judges.

The service in the Presbyterian on Sunday night will be in the nature of a memorial to the late Fanny Crosby, the noted hymn writer who recently passed away at the ripe age of 95 years. Rev. J. A. Claxton will speak on different events in her life, traits of character and circumstances which prompted the writing of various hymns. The hymns at this service will all be from Fanny Crosby's compositions.

SMITH-SHAVER.

W. Roy Smith, of Bassano, was married to Miss Bertha L. Shaver, of Nanapan, Ont., at the Nanapan Methodist parsonage at 8 o'clock on Saturday evening, Feb. 13th, the Rev. Sillery officiating. Mr. and Mrs. Smith after the ceremony left for Bassano, coming by way of Toronto, Detroit, Chicago and Winnipeg and spending a few days enroute. Mr. and Mrs. Smith arrived in Bassano on Tuesday and the hearty congratulations of numerous friends are extended to them.

After a couple of days of chinook weather the frosts just came along in time to make the masquerade carnival last Thursday night the success that it was. There was a large number in costume and many of the costumes were very pretty. Patriotic ideas were largely represented and the number of small children in the parade was very noticeable. The prize was awarded as follows: Best dressed lady, Mrs. Rae L. King; best dressed man, G.A. McCullough; best dressed girl, Miss Stinson; best dressed boy, Ivan Pierce; best comic lady, Harry Holmes; best comic man, B. T. Gray; best comic woman, Norma Milroy; best comic boy, Raymond Walters. The races were decided as follows: Man's race, Roy Lane; boy's race, Cecil Henshaw; little boy's race, Joy Gray; ladies' race, Mrs. J. Ferguson. Many appeared in costume who did not hand in their cards and for this reason none are listed.

Notice of Meeting

The regular monthly meeting of the Bassano Board of Trade will be held in the Town Hall, on Wednesday evening, March 3rd. All members are urgently requested to be present.

R. A. TRAVIS, Secretary.

MOVING!

After having served our many customers for the past five years in our present premises, we beg to announce that on and after March 1st, we will be occupying the spacious building recently vacated by E. R. Muir.

The bright new store is being fitted up with new shelves to hold and display the finest stock of goods in Bassano. We will have more space and will carry a larger stock and in every way will be better prepared to meet your necessities in our line of goods. We desire to thank you for your patronage and trust to have the pleasure of meeting you in our new quarters on Monday next, **MARCH 1st.**

E. F. PURCELL, BASSANO, ALTA.

MAIL ORDERS GIVEN BEST ATTENTION

LUMBER!

We Carry a complete stock of Lumber, Lath, Shingles and Building Material

ATLAS LUMBER CO., Ltd.

Sole Agents for the celebrated Galt Coal
HARRY FORD, Manager

: NOTES :

O, woman! in our hour of ease,
Uncertain, coy, and hard to please,
And variable as the shade
By the light quivering aspen made;
When pain, and anguish wring the brow,
A ministering angel thou!

Lethbridge, Feb. 28.—The city has arrived at a solution regarding the schools. The overdraft at the Union Bank will be met by drawing from the sinking fund with the issue of an interim bond on debentures unsold as security. This removes the obstacle to the bank making the advance required.

Chilo is irrigating more than 2,000 acres of land and has nearly as many more available for irrigation.

Medicine Hat bakers have raised the price of bread from 14 to 12 leaves for a dollar.

The McArthur Construction company will complete the Alberta & Great Waterways as far as La Biche this week, according to a statement made public recently. La Biche is 114 miles from the junction of the A. & G. W. with the Edmonton, Duane & B. C. railway. The reports on the McArthur roads are an indication that further charters will be applied for at the present session of the Legislature.

Fannie Crosby, the well-known hymn writer, died at her home in Bridgeport, Conn., in her ninety-fifth year.

The Panama Pacific International Exposition opened on Saturday last, Feb. 20th. Forty-one foreign nations and 43 states and three territories of the American Union are represented at the exposition.

In some parts of Siberia milk is sold frozen around a piece of wood, which serves as a handle to carry it.

Ottawa, Feb. 30.—During question hour, Thursday, Hon. Dr. Roche told Mr. Buchanan, of Lethbridge, that the time within which leases of oil and gas rights would have to commence operations had been extended for one year from November 12, 1914.

Joe Chandler Harris, the author of "Uncle Remus," was at his desk one night when an old-time reporter looked over and said: "Joe, how do you spell 'graphic'?" With one "t" or two? "Well," said the kind-

ly Uncle Remus, who was too gentle, to hurt even a common addition, "If you are going to use any, Bill, I guess you must use go to 'drap'."

Some granites will withstand a crushing strain of 40,000 pounds to the square inch.

In the language of Uncle Ephraim, "Somethin's goin' to 'drap'!" If this paper blockade gets a few more neutral ships.



NOTICE TO STEAM ENGINEERS

NOTICE IS HEREBY GIVEN that examinations will be held at the undesignated place by E. S. Hodge, a duly appointed Inspector of Steam Boilers for the Province of Alberta:

Bassano, March 24th, at Alberta Hotel.
Carlstadt, March 25th, at Carlstadt Hotel.

At 9 o'clock a.m. for the purpose of giving Engineers and Apprentices an opportunity of qualifying for Certificate under the provisions of "The Boiler Act," 1912. Persons not already registered in the Province who may desire application forms, can obtain same by applying to the Department, or to the above named Inspector, and such application form must be properly filled out, witnessed, and declared to be true by a Commissioner or Justice of the Peace before an examination can be granted.

JOHN STUCKS,
Deputy Minister.
Department of Public Works,
Edmonton, Alberta.

The Bassano Time Table

GOING WEST
No. 1. 1.13 a.m. 2.13 o'clock.
No. 3. 3.13 a.m. 4.17 o'clock.
GOING EAST
No. 2. 2.13 a.m. 3.22 o'clock.
No. 4. 4.13 a.m. 5.17 o'clock.
PRINCIPAL STATIONS
Leaves Thursdays and Saturdays at 8:30.
Arrives Thursdays and Fridays at 37:45.
Leaves Wednesday at 7:00; arrive at 20:40.
HUTTON STAGE
For Hutton, Favor, New Lynn, Sunny Xook and Stoughtonville, March 3rd, Monday and Friday at 8:00 a.m.
DOROTHY STAGE
Wednesdays and Saturdays at 7 a.m.